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**PATENT** 

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT

MURPHY, Gerald B.

SERIAL NO

09/777,761

**FILED** 

February 6, 2001

TITLE

METHOD FOR STRATEGIC COMMODITY

MANAGEMENT THROUGH MASS CUSTOMIZATION

Grp./A.U.

3626

Examiner

NAJARIAN, Lena

Conf. No.

4274

Docket No.

P04722US00

## **DECLARATION OF GERALD B. MURPHY**

I, Gerald B. Murphy, the sole inventor of the above-identified paterit application, hereby declare and state the following:

- 1. I have reviewed the Office Action of June 3, 2005 and the references cited by the Examiner therein, including the Schneider reference. It is clear to me that Schneider is a production system and not an income system for assuring revenue of my present invention.
- 2. I am aware that Michigan State has performed an income model that shows that in every year of production there is at some time a high enough price that a farmer would make a profit, yet farmers do not always do so.
- 3. It is my understanding, and it is my experience that about two-thirds of the farmers sell in the bottom one-third of the markets.
- 4. My clients, using the system described in the above-identified patent application, are in the top 80% of farmers in terms of the price that their crops are sold at.

- 5. Due to the success of my system described in the above-identified patent application I maintain an approximately 92% retention rate of clients. This retention rate is significantly higher than others in the industry. For example, Brock Associates, a well-known commodity advisory firm that works with farmers has a retention rate of only approximately 15%.
- 6. It is also my experience that on a number of occasions, farmers are able to secure loans that they otherwise would not be able to secure because of the confidence of banks in my system as described in the above-identified application. Attached as Exhibit A are letters from Carroll County State Bank and and Westside State Bank describing their experience with my system.
- 7. My system as described in the above-identified patent application ensures a level of income for farmers which gives banks or other financial institutions security in knowing that the farmer is assured of meeting their financial obligations. See Exhibit A.
- 8. My system as described in the above-identified patent application has been adopted by various financial institutions including Farm Credit Services.

The undersigned further declares that all statements made herein of his own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application of any patent issuing thereon.

Date August 15, 2005

Serald B. Murphy

Gerald B. Murphy



Member F.D.I.C.

July 6, 2005

Mr. Jerry Murphy 16713 Hwy 92 Indianola, Iowa 50125

Dear Jerry,

I want to thank you for helping the management of Carroll County State Bank to understand the value of your "assured income" program combining commodity marketing strategies to Federal Crop Insurance programs in order to guarantee farm income. To know what the actual income will be greatly increases our confidence to approve loans and advance loan proceeds for crop production. Without this complete financial system, we do not think we could provide operating funds to some of our borrowers.

Farm producers really like the systematic objective method of establishing market targets in order to pre-sell that your business system provides. It enhances their discipline to lock in profitable prices in order to stay in business and provide peace of mind.

Sincerely.

Michael J. Hagan

Vice-President

EXHIBIT

A |

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401 First Street P.O. Box 77 Westside, Iowa 51467 Phone 712-668-4322 Fax 712-668-4321

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July 6, 2005

Jerry Murphy United Ag Resources 16713 Highway 92 Indianola, IA 50125

Dear Jerry,

Please accept this letter as our indication of appreciation for your "Assured Income" Program. Some or our Bank customers are using your program with good results. They like the systematic marketing methods supported by the Federal Crop Insurance coverage that allows them to pre-sell crops for a profit and guarantee their income.

Of course, the Bank certainly appreciates this guaranteed income approach, it takes a lot of the speculation out of farm lending and improves our customer's financial condition. Your business system gives our customers a method to combine commodity marketing with Federal Crop Revenue Plans to insure their income is sufficient to cover their input costs.

Sincerely,

Vice President

HALBUR . VAIL . WALL LAKE . WESTSIDE